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February 4, 2008

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *jsfielding ms*  
Director and Health Officer

SUBJECT: **FUNDING RECOMMENDATIONS FOR POLICIES FOR LIVABLE, ACTIVE COMMUNITIES AND ENVIRONMENTS (PLACE) PROGRAM REQUEST FOR INITIATIVES**

This is to inform you of the Department of Public Health's (DPH) funding recommendations resulting from a recently completed Request for Initiatives (RFI) process to fund grantees to promote changes to the built environment that make it easier for people to incorporate physical activity into their daily lives. We are proposing to fund the six grantees listed below. Attachment I provides a description of each initiative.

<b>Agencies Recommended for Funding</b>	<b>City Where Initiative Will Take Place</b>
<b>Pacoima Beautiful</b> 11243 Glenoaks Blvd, Ste 1, Pacoima, 91331	Los Angeles
<b>City of El Monte</b> 11333 Valley Blvd, El Monte, 91731	El Monte
<b>City of Long Beach</b> 333 W Ocean Blvd, 5 <sup>th</sup> Fl, Long Beach, 90802	Long Beach
<b>Livable Places</b> 634 S Spring St, Ste 727, Los Angeles, 90014	Los Angeles
<b>City of Culver City</b> 9770 Culver Blvd, Culver City, 90232	Culver City
<b>Los Angeles County Bicycle Coalition</b> 634 S. Spring St, Ste 821, Los Angeles, 90014	Glendale

Last year, the DPH PLACE Program released two solicitations for proposals. The first is the Request For Initiatives (RFI) discussed in this memo. A second RFP will fund a Technical Assistance Coordinator to meet the RFI grantees' needs for technical assistance.

Originally, DPH planned to fund five grantees under the RFI. However, in order to ensure adequate geographic representation and because we received sufficient applications worthy of funding, our recommendation is to fund six grantees instead of five. To do this, we will reduce the amounts provided to grantees under both this RFI and the Technical Assistance RFP. Specifically, RFI grant awards will be reduced by \$10,000 per year. In addition, the one time award for RFI grantees' physical project will be reduced from \$20,000 to \$15,000. Finally, the Technical Assistance RFP grant award will be reduced from \$200,000 per year to \$150,000 per year. Final RFI grant awards will be as follows:

Term	Time Period	Funding Amount Per Grantee
1	7/1/08 – 6/30/09	\$95,000
2	7/1/09 – 6/30/10	\$95,000
3	7/1/10 – 6/30/11	\$90,000

#### Advertising and Response to RFI

To solicit proposals, the RFI was advertised in multiple ways. DPH advertised the RFI in twenty local newspapers throughout Los Angeles County. In addition, the RFI was advertised on seven listservs and was posted on the Foundation Center and the American Planning Association websites as well as on two County web sites: the Department of Public Health and the PLACE Program sites. Further, an announcement regarding the RFI was mailed to over 1,600 individuals at cities, non-profit organizations, for-profit organizations, and schools in Los Angeles County. Twenty-two proposals were submitted to DPH.

#### Review Process

Evaluation by review panels took place on November 28, 2007. Six review panels comprised of both County and non-County staff evaluated and ranked proposals using a standardized scoring tool. Based on review panel results, ten high-scoring Applicants were selected for site visits. During the site visit review, Applicants were required to make presentations on four components of their proposals as well as answer technical questions. DPH staff were accompanied on the site visits by experts Sarah Strunk and Richard Bell from the nationally recognized active living grantmaking organization, Active Living by Design; these experts assisted with final grantee selection.

#### Funding Notification

DPH intends to notify agencies regarding these funding recommendations on February 14, 2008 and initiate contract negotiations so that services may begin on July 1, 2008 pending Board of Supervisors approval. If we do not hear from you by 5 p.m. on February 13, 2008, DPH staff will proceed with the agency notification and the contract negotiation process.

DPH will also be providing an informational briefing on the PLACE Program at an upcoming Agenda Review Meeting.

If you have any questions or need additional information, please let me know or contact Jean Armbruster at (213) 351-7313.

JEF:ja

Attachment

c: Sheila Shima  
Richard Mason

## DESCRIPTION OF INITIATIVES

### Policies for Livable Active Communities and Environments (PLACE) Program January 2008

#### Pacoima Beautiful

**Policy:** Create a Pacoima Wash “Greenway Master Plan,” to include all areas along the Pacoima Wash within Los Angeles City limits. The plan envisions a network of parks and trails that will promote physical activity along the 10.5 mile stretch of Pacoima Wash, which serves 101,000 Pacoima residents.

**Physical Project:** Physical improvements, such as clean and well-lit paths, along sections of the wash.

#### City of El Monte

**Policy:** Develop a Health and Wellness Element for El Monte’s General Plan, with proposed components addressing healthy lifestyles and physical activity, access to healthy food, public safety and security, and access to recreation.

**Physical Project:** A one-mile circuit walking path featuring signage, complete sidewalks, and benches. Located in the Tyler Corridor along a path frequently walked by El Monte residents, this circuit will also feature “nodes” such as local healthy food stores and medical services.

#### City of Long Beach

**Policy:** Incorporate policies promoting walkability, bikability, and public transit into the City of Long Beach General Plan update, *Long Beach 2030*, including the update of the city’s Transportation element and Bicycle Master Plan, and policies that promote “complete streets”; i.e. streets that meet the needs of all users of the roadway, including pedestrians, bicyclists, children, and the elderly, as well as motorists.

**Physical Project:** Create one or more Bicycle Boulevards, which will transform residential streets into “bike expressways” while still accommodating vehicle traffic in low volumes.

#### Livable Places

**Policy:** Incorporate “complete green street” standards in the Cornfield/Arroyo Seco Specific Plan. These standards emphasize the needs of all users of the roadway, including pedestrians and bicyclists, and the need for green infrastructure such as storm water pollution mitigation. The long-term goal of the initiative is to include complete green street standards in the Mobility Element of the City of Los Angeles’ General Plan.

**Physical Project:** Transform a section of Humboldt Street into a complete green street that builds on new residential development in the area, beginning with a strategic crosswalk connecting area residents with the Metro Gold Line Station, and ultimately resulting in a fully transformed complete green street.

#### City of Culver City

**Policy:** Develop the first Bicycle and Pedestrian Master Plan for the City. The Master Plan will encourage physical activity by guiding the growth of policies, programs and infrastructure changes to overcome barriers to bicycle and pedestrian connectivity and improve conditions for cycling and walking citywide.

**Physical Project:** A cyclist- and pedestrian-friendly connector route linking downtown Culver City to the future nearby Expo station.

#### Los Angeles County Bicycle Coalition

**Policy:** Using a “toolbox” of innovative traffic calming and control measures, integrate “active streets” into the City of Glendale’s Bicycle Master Plan and Pedestrian Hikeway Plan, as well as into Circulation Elements of the General Plan. Active streets are enhanced activity routes that demonstrate that safe, inviting bicycle and pedestrian facilities provide an essential contribution to their communities.

**Physical Project:** A prototype active street located in the southern, low-income area of Glendale. The street will utilize techniques and policies outlined in the active streets toolbox.